Adding Value to Your Team

Students in Marketing Management gain an understanding of consumer behavior and decision making, critical skills for any marketer. Starting in first year, students develop solid, core business skills in accounting, human resources and management, while exploring a wide variety of marketing specific courses including consumer psychology, market research, marketing communications and consumer law.

University of Guelph Advantage

Students also have the opportunity to select from courses that increase their understanding of international and cross-cultural issues, as well as courses in areas of personal interest. Marketing Management courses available in senior years include Digital Marketing, Marketing Analytics, Management in Product Development, Retail Management, Entrepreneurship, Marketing & Society, Marketing Strategy, and International Marketing.

Our co-op process responds to your needs. Employers can post, hire and interview throughout the semester and our students are available for 4 or 8 month work terms. The Experience Guelph hiring tool makes hiring Guelph co-op students easy!

Student Strengths

- Programming requirements for graduation include the completion of electives in the following areas: Marketing Environment, History/Global Perspective, Leadership/Professionalism, Advanced Marketing, Experiential Learning
- Strong analytical skills developed as students complete extensive business case studies
- Highly effective leadership and communication skills developed through education, extra-curricular involvement and work experiences
### Marketing Management Course Sequencing

<table>
<thead>
<tr>
<th>YEAR</th>
<th>FALL (SEPT-DEC)</th>
<th>WINTER (JAN-APRIL)</th>
<th>SUMMER (MAY-AUG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONE</td>
<td><img src="#" alt="Course List" /></td>
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<tr>
<td>TWO</td>
<td><img src="#" alt="Course List" /></td>
<td><img src="#" alt="Course List" /></td>
<td>WORK TERM ONE</td>
</tr>
<tr>
<td>THREE</td>
<td>WORK TERM TWO</td>
<td><img src="#" alt="Course List" /></td>
<td>WORK TERM THREE</td>
</tr>
<tr>
<td>FOUR</td>
<td><img src="#" alt="Course List" /></td>
<td><img src="#" alt="Course List" /></td>
<td>WORK TERM FOUR</td>
</tr>
<tr>
<td>FIVE</td>
<td><img src="#" alt="Course List" /></td>
<td><img src="#" alt="Course List" /></td>
<td>WORK TERM FIVE</td>
</tr>
</tbody>
</table>

- 1 - May be taken in academic semester 1 or 2
- 3 - May be taken in academic semester 5 or 6
- 4 - May be taken in academic semester 7 or 8

Restricted electives include 0.50 credits (1 course) from each of the following areas:

- Marketing Environment
- History/Global Perspective
- Leadership/Professionalism
- Advanced Marketing
- Experiential Learning Capstone

**BASED ON THE 2020/21 UNDERGRADUATE CALENDAR**

**PLEASE SEE THE CURRENT UNDERGRADUATE CALENDAR FOR MORE INFORMATION**